

# CONTRACT



**KMBC**  
**6455 Winchester Ave**  
**Kansas City, MO 64133-6409**  
**(816)221-9999**

www.kmbc.com

And:

**Thompson Communications Inc**  
**Attention: Emily Peck**  
**P O Box 5**  
**Marshfield, MO 65706**

<u>Contract / Revision</u> 968846 /		<u>Alt Order #</u>
<u>Product</u> 10/31/12 - 11/5/12		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u> 10/31/12 - 11/5/12
<u>Advertiser</u> McNary/R/State Treasurer		<u>Original Date / Revision</u> 11/05/12 / 11/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KMBC	<u>Account Executive</u> Jeff Kitzsteiner	<u>Sales Office</u> Kansas City
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KMBC	10/31/12	11/02/12	First News at 5am	5-5:30am		:30			NM	3	\$2,250.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--111--				3	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KMBC	10/29/12-11/04/12	First News at 5am	5-5:30am	---WThF----	:30		<del>\$300.00</del>	NM		
		See MG 1.4, 1.5, 1.6										
	2	KMBC	10/29/12-11/04/12	First News at 5am	5-5:30am	---WThF----	:30		<del>\$300.00</del>	NM		
		See MG 1.4, 1.5, 1.6										
	3	KMBC	10/29/12-11/04/12	First News at 5am	5-5:30am	---WThF----	:30		<del>\$300.00</del>	NM		
		See MG 1.4, 1.5, 1.6										
	4	KMBC	11/05/12-11/05/12	First News at 6am	6-7am	M-----	:30		\$825.00	NM		
		MG for 1.1, 1.3, 3.1, 11.3, 1.2										
		M/G'S FOR NON-CLEARANCE OF 10/31/12 5-530AM & 530-6AM, 11/1/12 5-530AM, & 11/2/12 5-530AM & 6-630PM										
	5	KMBC	11/05/12-11/05/12	M-F 1105p-1135p	1105p-1135p	M-----	:30		\$600.00	NM		
		MG for 1.1, 1.3, 3.1, 11.3, 1.2										
		M/G'S FOR NON-CLEARANCE OF 10/31/12 5-530AM & 530-6AM, 11/1/12 5-530AM, & 11/2/12 5-530AM & 6-630PM										
	6	KMBC	11/06/12-11/06/12	First News at 6am	6-7am	-Tu-----	:30		\$825.00	NM		
		MG for 1.1, 1.3, 3.1, 11.3, 1.2										
		M/G'S FOR NON-CLEARANCE OF 10/31/12 5-530AM & 530-6AM, 11/1/12 5-530AM, & 11/2/12 5-530AM & 6-630PM										
2	KMBC	11/05/12	11/05/12	First News at 5am	5-5:30am		:30			NM	1	\$400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$400.00			
3	KMBC	10/31/12	11/02/12	First News at 5:30am	5:30-6am		:30			NM	2	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--111--				3	\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KMBC	10/29/12-11/04/12	First News at 5:30am	5:30-6am	---WThF----	:30		<del>\$400.00</del>	NM		
		See MG 1.4, 1.5, 1.6										
4	KMBC	11/05/12	11/05/12	First News at 5:30am	5:30-6am		:30			NM	1	\$500.00
		Class of Time - Pre-emptible with notice										

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**KMBC-TV**  
KANSAS CITY

**KMBC**  
6455 Winchester Ave  
Kansas City, MO 64133-6409  
(816)221-9999

www.kmbc.com

Contract / Revision 968846 /		Alt Order #
Contract Dates 10/31/12 - 11/06/12	Product 10/31/12 - 11/5/12	Estimate # 10/31/12 - 11/5/12
Advertiser McNary/R/State Treasurer		Original Date / Revision 11/05/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$500.00			
5	KMBC	10/31/12	11/02/12	First News at 6am	6-7am		:30			NM	2	\$1,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1-1--				2	\$750.00			
6	KMBC	11/05/12	11/05/12	First News at 6am	6-7am		:30			NM	1	\$825.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$825.00			
7	KMBC	11/01/12	11/02/12	Good Morning America	7-9am		:30			NM	2	\$1,100.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---11--				2	\$550.00			
8	KMBC	11/05/12	11/05/12	Good Morning America	7-9am		:30			NM	1	\$650.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$650.00			
9	KMBC	10/31/12	11/02/12	5pm News	5-530pm		:30			NM	2	\$1,700.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1-1--				2	\$850.00			
10	KMBC	11/05/12	11/05/12	5pm News	5-530pm		:30			NM	1	\$950.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$950.00			
11	KMBC	10/31/12	11/02/12	6pm News	6-630pm		:30			NM	2	\$1,900.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--111--				3	\$950.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		3	KMBC	10/29/12-11/04/12	6pm News	6-630pm	---WThF----	:30	<del>\$950.00</del>	NM		
See MG 1.4, 1.5, 1.6												
12	KMBC	11/05/12	11/05/12	6pm News	6-630pm		:30			NM	1	\$1,150.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,150.00			
13	KMBC	10/31/12	11/02/12	M-F/SU 10pm News	10-1035pm		:30			NM	2	\$4,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1-1--				2	\$2,200.00			
14	KMBC	11/05/12	11/05/12	M-F/SU 10pm News	10-1035pm		:30			NM	1	\$2,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,500.00			
15	KMBC	11/03/12	11/03/12	Sat News @ 5am	5-6am		:30			NM	1	\$90.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.





**KMBC**  
**6455 Winchester Ave**  
**Kansas City, MO 64133-6409**  
**(816)221-9999**

www.kmbc.com

Contract / Revision	Alt Order #
968846 /	

Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	10/31/12 - 11/5/12	10/31/12 - 11/5/12

Advertiser	Original Date / Revision
McNary/R/State Treasurer	11/05/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$90.00			
16	KMBC	11/03/12	11/03/12	Sa 6-7a	6-7a		:30			NM	1	\$375.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$375.00			
17	KMBC	11/03/12	11/03/12	News Wknd Sat	7-9am		:30			NM	2	\$260.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$130.00			
N 18	KMBC	11/03/12	11/03/12	6pm News Saturday	6-7pm		:30			NM	1	\$500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KMBC	10/29/12-11/04/12	6pm News Saturday	6-7pm	-----Sa--	:30		<del>\$550.00</del>	NM		
	See MG 18.2											
	2	KMBC	11/06/12-11/06/12	First News at 5:30am	5:30-6am	-Tu-----	:30		\$500.00	NM		
	Ⓜ MG for 18.1 11/03											
	M/G FOR 11/3/12 6-7PM { PRE-EMPT DUE TO LONG RUNNING COLLEGE FOOTBALL }											
19	KMBC	11/03/12	11/03/12	Late Airing Late News	1030PM-11PM		:30			NM	1	\$750.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$750.00			
20	KMBC	11/04/12	11/04/12	Sun News @ 5am	5-6am		:30			NM	1	\$60.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$60.00			
21	KMBC	11/04/12	11/04/12	Su 6-7a	6-7a		:30			NM	1	\$350.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$350.00			
22	KMBC	11/04/12	11/04/12	News Wknd Sun	7-9am		:30			NM	1	\$175.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$175.00			
23	KMBC	11/04/12	11/04/12	5pm News Sunday	5-6pm		:30			NM	1	\$500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$500.00			
24	KMBC	11/04/12	11/04/12	Su 10pm news	10-1030pm		:30			NM	1	\$2,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00			
25	KMBC	11/01/12	11/02/12	Rachael Ray Show	9-10am		:30			NM	1	\$200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				1	\$200.00			
Totals											34	\$26,385.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**KMBC**  
**6455 Winchester Ave**  
**Kansas City, MO 64133-6409**  
**(816)221-9999**

www.kmbc.com

Contract / Revision	Alt Order #
968846 /	

Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	10/31/12 - 11/5/12	10/31/12 - 11/5/12

Advertiser	Original Date / Revision
McNary/R/State Treasurer	11/05/12 / 11/05/12

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	34	\$26,385.00	\$22,427.25
<b>Totals</b>	<b>34</b>	<b>\$26,385.00</b>	<b>\$22,427.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

**RECEIVABLES CREDIT/DEBIT MEMO FORM**

**Note: Complete this form electronically and use the drop down menus when provided.**

Today's Date:	November 6, 2012	
Station:	KMBC	Drop Down
Sales Region:	LOCAL	Drop Down
Agency:	Thompson Communications, Inc.	
Advertiser:	McNary/R/State Treasurer	
Invoice #		Net Invoice Amount \$ -
Invoice Date		Amount Paid \$ -
	Adjustment to Gross Billing	(\$25.00)
	Adjustment to Net Billing	(\$21.25)
AE Name:	Jeff Kitzsteiner	
NSM Name:	Jeff Hoyt	
Reason for DEBIT/CREDIT:	POLITICAL LUR ADJUSTMENT	Drop Down
	(Field Required - must use drop down list)	

EXPLANATION (Please explain in detail):

LUR Rate adjustment for line 22, Sun., 11/4/12 7-9AM

---



---



---



---

Revised invoice required? ☐

**REQUIRED APPROVALS:**

Account Executive	Date	LSM/NSM	Date
GSM	Date	Controller/Business Manager	Date

*Input to Wide Orbit on:* \_\_\_\_\_ *by* \_\_\_\_\_



## ORDER CHANGE

Candidate: McNary/R/State Treasurer

KMBC-TV Contract #: 968846

Agency Estimate #: 10/31/12 - 11/5/12

Flight Dates: 10/31/12 - 11/6/12

CONTRACT LINE NUMBER	PROGRAM	DATE	TOTAL SPOTS	ORIGINAL COST	REVISED COST
22	Sun. First News	11/4/2012	1x	\$175.00	\$150.00

Original Gross: \$26,385.00

Original Net: \$22,427.25

Revised Contract Cost: (gross) \$26,360.00

Revised: (net) \$22,406.00

Due Candidate: (gross) \$25.00

Due Candidate: (net) \$21.25

Due Station: (gross)                     

Due Station: (net)